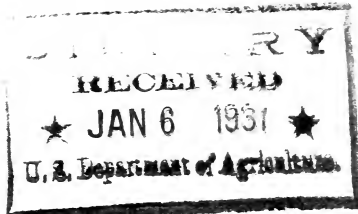


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ORIGINATOR  
AND  
GROWER

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S

H. R. CHAPMAN  
ALLENDAL<sup>LE</sup>E, NEW JERSEY

—MEMBER—

National Association of Commercial Dahlia Growers.  
Massachusetts Horticultural Society.  
American Dahlia Society.      Dahlia Society of New Jersey.  
Dahlia Society of New England.

1931—INTRODUCTION



AMY MARTIN GARDIN

1931—INTRODUCTION



FRANCES EARL

1930—INTRODUCTION



CORA BUTTERWORTH

A 1930 INTRODUCTION



MONMOUTH CHAMPION

## INTRODUCING

### ANDREA ERICSON (I. Dec.)

Plants only \$5.00

A clean cut beautiful flower, stems are graceful and hold the huge White blooms high above the sturdy plants. One of Fisher & Massons new 1931 introductions and we feel it will prove a very popular dahlia.

### AMY MARTIN GARDIN (I. Dec.) (NEW 1931)

Roots \$10.00, Plants \$5.00

So many visitors to our field last summer requested a root or plant of this informal decorative for 1931 that while our stock is somewhat limited on roots we have concluded to introduce it for 1931 although it was not our intentions to release it until 1932. It is a profuse bloomer, an excellent keeper and the strong stems hold the blooms so they look you squarely in the face. The foliage resists all pests, the diameter of blooms average nine inches or more without forcing and have a depth of five and some times six inches. The color is a Deep Tyrian Rose reverse lighter, the petals are wavy and twist slightly.

### AUTUMN GOLD (Semi-Cactus)

Roots \$7.50, Plants \$3.75

This dahlia should please you, the blooms are very large, borne on stiff stems and are held high above the foliage. The color is a Bronzy Lemon Yellow tinged with Gold and the plant is a strong grower.

### BAGDAD (I. Dec.)

Plants only \$5.00

The color is a Flaming Scarlet Red, long strong stems holding the bloom high above the bush and the blooms are enormous, as well it is a prolific bloomer.

### BETTY IVINS (F. Dec.)

Roots \$2.00, No plants

The petals of this dahlia are thickly placed, it is a very full flower, the color is a salmon, overlaid with an amber glow, showing a rosy pink reverse. Stems are stiff and long but stock is limited.

### CARDINALIS (F. Dec.)

Roots \$10.00, Plants \$5.00

Winner of best undisseminated seedling at Trenton 1929. Color is a brilliant Cardinal Red with more attractive foliage and a brighter red than Elite Glory. If you like red, this one should please you.



ELITE GLORY (F. Dec.)                      Roots \$1.00, No plants  
Color a Rich Red, grows very stocky, foliage heavy and of the exhibition type. While not a new dahlia it is still winning prizes.

ELIZABETH LONDON SHEPARD (I. Dec.)    Roots \$10., Plants \$5.  
The color is a clear rich Orange Gold, reflex, a deeper shade of the same color. Blooms are carried upright on long straight stiff stems. Plant is a vigorous grower and the center remains good until the end of the season.

ESCHOL (I. Dec.)                              Plants only \$5.00  
The color of this beautiful dahlia is a Dark, Rich, Velvety, Reddish Bronze, the reverse is a Dark Reddish Wine-Color Maroon which adds character to the blooms. Flowers are held erect on good stems, stock is limited. This dahlia will be a fine addition to any collection.

E. T. BEDFORD (Dec.)                        Roots \$0.75, No plants  
Immense bloom of Silvery Purple, foliage and habits good, one of the older introductions but still a very good dahlia.

EVA L. QUADLING (I. Dec.)                      Plants only \$3.00  
The color of this beautiful dahlia is a Spectrum shading to Ox-Red at center, the huge blooms have a very good depth, long strong stems, and usually a fairly tall grower with good substance. Do not overlook this dahlia we believe you will like it.

FLAMELICK (I. Dec.)                            Roots \$2.00, No plants  
This is a Bright Red in color, petals are somewhat wavy, stems hold blooms up and out, this a red that does not fade or burn.

FORT MONMOUTH (Semi-Cactus)              Roots \$5.00, Plants \$2.00  
A giant bloom, color a rich wine with an underlying tone of brilliant crimson maroon and a slight blueish violet tone at tips of petals. Prolific bloomer from early to late in the fall. Stems very good and a fairly tall grower. Winner of many prizes in the exhibitions.

FORT WASHINGTON (F. Dec.)                    Roots \$1.50, No plants  
Excellent stems and foliage, a very large and robust grower, blooms are very large and the color is a very Dark Maroon.

JEAN TRIMBEE (Semi-Cactus)                      Roots \$10.00, Plants \$5.00

The flowers of this variety are very large and the color is a beautiful Petunia Violet. The habit is strong and vigorous, the large flowers are produced freely and this dahlia no doubt will become very popular.

JERSEY'S BEACON (F. Dec.)                      Roots \$0.75, No plants

Color a Chinese Red, reverse paler, foliage, stem, growing habit very good. This dahlia has always been very popular.

JERSEY'S EMPRESS (I. Dec.)                      Roots \$1.50, No plants

The blooms of this dahlia are large, form is very good, color is a Anthrocine Violet and does not burn, the stem is good and we have grown this dahlia successfully ever since it was first introduced.

JERSEY'S IDEAL (I. Dec.)                      Roots \$1.00, No plants

A beautiful deep Lavender, blooms are large and deep, form face up on top of stem holding the bloom erect at all times.

JIM MOORE (I. Dec.)                      Roots \$7.50, Plants \$3.75

This dahlia is a beautiful clear Primrose Yellow shading to Gold with tints and flushes of Salmon. A deep bloom with extra long petals, stem, foliage and substance very good. It is a cross of Siskiyou and Watchung Sunrise deeper and better center than Siskiyou. A beautiful dahlia.

JOSEPHINE G. (Semi-Cactus)                      (Roots \$7.50 net) Plants \$3.75

The color is a Thulite Pink, petals are tipped with pinard yellow, flowering habit prolific and scored 86 at the trials in 1929. It was also awarded blue ribbon in the open for all class in the New York A. D. S. Show Semi-Cactus class in 1930. A good dahlia in every respect.

KATHLEEN NORRIS (I. Dec.)                      Roots \$10.00, Plants \$3.75

This is in our opinion, the greatest Pink dahlia ever introduced. Imagine a bloom ten or more inches in diameter and six inches deep on very fine stems and this is not unusual. Color is a true Rose Pink later deepening to Mallow Pink, but paler in the central petals. Petals are broad and overlapping with twisted ends, full and tight centers. A stiff stem 12 to 14 inches to the first set of leaves. This dahlia has taken its place along side of our best introductions and we are certain it will remain there.

MRS. ALFRED B. SEAL (I. Dec.)                      Roots \$7.50, Plants \$3.75  
One of the best Californias we have ever grown. It is a huge Old Rose in color, blooms are held high on long stems, foliage very good, a very fine dahlia in every respect and we feel certain you will be pleased with this dahlia should you decide to grow it the coming year.

NANAQUAKET (F. Dec.)                              Roots \$2.00, Plants \$1.00  
A very beautiful decorative, color is a White ground overlaid with an Amaranth Pink. It could be called an Orchid Pink. Blooms are very large, stem and foliage very good. Pest proof, very free flowering and we are pleased to recommend it.

NATURES MASTERPIECE (I. Dec.)                      Roots \$1.50, No plants  
The color of this dahlia is hard to describe because it is so different but if you can put an Old Rose, Cinnamon and Metallic Bronze into one color its as near as can be described. Its a tall grower, stems good and blooms are large.

NEW GLORY (Semi-Cactus)                              Roots \$4.00, Plants \$2.00  
This dahlia is large, standing on long stems, vigorous grower, free bloomer and petals have a quilled effect near the point. Color a Light Ox Blood Red with tips of petals blazed with White and almost Black at the base.

ORINDA (I. Dec.)                                      Plants only \$5.00  
Immense blooms carried on long stems, color one toned rich Mauve Pink. Plants are apparently insect and pest proof. In 1929 winner of the Achievement Medal at the Boston Show.

PAPILLON (Semi-Cactus)                              Roots \$0.75, No plants  
One of the old favorites and still very fine. Color a Beautiful Old Rose illuminated with Golden Lights, a vigorous grower and very good stems.

ROBERT E. LEE (Semi-Cactus)                      Roots \$10.00, Plants \$5.00  
The color is a bright luminous Cardinal Red, reverse lighter. It does not burn or fade, blooms are from facing to upright, very goods stems and it does well in the South. It was as well on the 1929 Honor Roll.

CHEMARS EUREKA (F. Dec.) Roots \$5.00, Plants \$2.00

An outstanding dahlia of merit, color White, with a touch of lavender pink which disappears as the bloom opens. Strong healthy grower, long stiff stems and one of the best whites at present on the market.

CITY OF TRENTON (I. Dec.) Roots \$3.00, Plants \$1.50

An exhibition dahlia in every respect, borne erect and on top of very fine stems, the face of the petals is a Tangerine, reverse a crushed strawberry red. Petals curl and twist giving a two-tone effect.

COLOR SARGEANT (I. Dec.) Roots \$3.50, Plants \$1.50

The unusual color in this dahlia is described as a Salmon Bronze of one shade, very beautiful and the stem and habit is excellent. The blooms are large and deep and we are pleased to recommend it.

CORA BUTTERWORTH (I. Dec.) Roots \$7.50, Plants \$3.50

We introduced this dahlia in 1929 in the New York show where it won as the best undisseminated decorative seedling. It is a giant bloom with an excellent stem holding the blooms out and up, never the least pendant in the hottest weather. Color is a rich glistening Primrose Yellow, blooms are well formed, petals wavy, center high. Those visiting our gardens the past summer have expressed very favorable remarks to us regarding its beauty.

DR. JOHN CARMAN (F. Dec.) Roots \$4.00, Plants \$2.00

A large exhibition bloom, broad petals, color Tyrian Rose tipped petunia and silver, stem stiff and heavy, flowering habit good. Awarded certificate at Storrs and is truly a very fine dahlia in every respect.

DONNA CALIFORNIA (I. Dec.) Roots \$10.00, Plants \$5.00

Deep Rose Pink suffused Lavender, a huge bloom, stems very strong and very long. It as well has excellent foliage, a profuse bloomer and is one of the Californias that should give a good account of itself on the exhibition table.

DOROTHY STONE (I. Dec.) Roots \$7.50, Plants \$3.75

This dahlia is a vigorous grower, very good foliage, color a Rose Pink, producing blooms on long stiff stems, well above the foliage.

EDNA FERBER (Semi-Cactus) Roots \$2.00, No plants

One of the best semi-cactus grown, we recommend it very highly. Stem, form, foliage and all habits are very good. The color is a Glistening Coral, shading to Old Gold at base of petals.

EDWARD THOMAS BEDFORD (I. Dec.) Plants only \$5.00

Purple Violet, deeper than Kemps Violet Wonder. Medium height, foliage clean and resistant, the large blooms are carried on long stiff stems, free flowering, a fine exhibition variety.

FRANCES EARL (F. Dec.) (New 1931)      Roots \$10.00, Plants \$5.00  
This new 1931 introduction is a rich Deep Rhodamine Purple, the blooms face both up and out, excellent stems that average twelve to fourteen inches to first set of leaves which is an asset to any dahlia. We had blooms averaging nine inches or more in diameter and four inches deep without forcing and the color did not fade in the hottest sun. It is a low growing plant, foliage pest resisting, a most prolific bloomer from early in the season until frost.

FRAU OBERBURGERMEISTER BRACHT (Semi-Cactus)      Plants only \$5.00

This dahlia won the American Home Sweepstakes and Achievement Medal in the A. D. S. Show in New York in 1930. It is a handsome shade of Yellow, excellent stems, good substance, a good exhibition bloom and as well a good keeper. It should be in every good collection.

GALLI CURCI (I. Dec.)      Roots \$2.00, No plants  
Semi-dwarf grower, blooms large and deep, center unusually high. Petals are long, pointed and wavy and a very beautiful color which the originator calls a Salmon Orange intensified with tints of Gold.

GOLDEN DREAM (F. Dec.)      Roots \$1.50, No plants  
The foliage of this dahlia has always been pest proof with us, substance and form of the best, stem good and the color is described as Storutian Yellow reverse Brazil Red but to give you a better idea of the color, it looks more like the color of the setting sun on a warm day in summer.

GOLDEN HARVEST (Semi-Cactus)      Roots \$10.00, Plants \$5.00  
A most striking variety, enormous blooms, color a beautiful Sulphur Yellow and with the best of stems. The plants are a mass of bloom from early to late in the season.

GRACE CURLING (F. Dec.)      Plants only \$3.75  
A wonderful dahlia in every respect and the color of the large blooms are White at the base then changing to Lilac Pink and Rose. The long perfect stems hold the large blooms well above the foliage, this imported beauty we feel sure will please you.

IDA PERKINS (F. Dec.)      Roots \$2.00, No plants  
A White with form very similar to Jersey's Beauty, good grower, free bloomer, foliage very good and blooms are large.

JANE COWL (I. Dec.)      Roots \$2.50, Plants \$1.50  
Free bloomer, foliage very good and blooms are large. This huge decorative is a wonderful dahlia. It has no fault we know of, a vigorous grower, heat and pests do not harm the foliage, excellent stems and monster blooms. The coloring is composed of Bronze, Buff and Salmon shades, petals are broad, twist and it is a prolific bloomer. It has won in every exhibition where it has been showed and as well has been awarded a certificate of merit.

KEMPS VIOLET WONDER (I. Dec.)      Roots \$4.00, Plants \$2.00  
A giant rich Naphthaline Violet with underlying tone of Royal Purple, reverse Lavender, form, stems and habit excellent. It is a vigorous grower and pest proof. A consistent winner at the shows.

KENTUCKY (F. Dec.)      Roots \$2.50, No plants  
Brilliant Light Salmon Orange shading to Orange Yellow at base and deepening to Grenadine Pink on the outer petals. It has nearly all the habits of Jersey's Beauty its parent.

KING MIDAS (I. Dec.)      Roots \$5.00, Plants \$2.50  
Color pure Golden Yellow, sturdy grower, free and continuous bloomer, very large and deep, stems long, stiff and straight. An excellent dahlia to add to your collection.

LARODA (Semi-Cactus)      Plants only \$2.00  
We think this one of the most beautiful dahlias grown. It is a Silvery Rose Pink, blooms are large and well formed, held erect on good stems, a fine exhibition variety and may we add it is very high class in every respect.

MABEL DOUGLASS (I. Dec.)      Plants only \$5.00  
A Canadian Introduction that bids fair to become popular, color Pastel Lavender, with long petals which curl gracefully, this dahlia comes to us highly recommended.

MARMION (I. Dec.)      Roots \$1.00, No plants  
Since first introduced this dahlia has been very popular. Blooms are very large, deep and the color is a pure Golden Yellow suffused Bronze. Petals long and wavy, form, stem and foliage good.

MAY DEARBORN SCHWAB (I. Dec.)      Roots \$7.50, Plants \$3.75  
Color a Chinese Violet, extra long stems, holding the blooms above the tall, strong and vigorous growing bush and in 1929 won the American Home Sweepstakes in the Dahlia Society of California. show in San Francisco.

META SCAMMEL (Semi-Cactus)      Roots \$2.50, No plants  
This is a large flower of Amaranth Pink shading to deep amaranth pink and very artistic. Petals are irregular, wave and twist, foliage very good.

MINNIE EASTMAN (Semi-Cactus)      Roots \$3.00, Plants \$1.50  
A popular dahlia and has won many prizes, color is a bright Flame with under shadings of deep Yellow. Stems long and erect. An excellent dahlia and we believe you will think well of it.

MONMOUTH CHAMPION (I. Dec.)      Roots \$10.00, Plants \$5.00  
The color of this splendid new dahlia introduced in 1930 is a bright Xanthine Orange. Blooms are very large, borne on long stiff stems, high above the foliage, a prolific bloomer, strong and vigorous grower with a wide spreading habit and many branches. It is a high class dahlia in every respect. Do not overlook this one.

## ROSE FALLON (F. Dec.)

Roots \$2.00, Plants \$1.00

A magnificent flower of a pleasing shade of Amber Russet and Salmon, very large in fact a huge bloom. Perfect in form and excellent stems. True stock. Still winning many prizes in 1930.

## SEALS CALIFORNIAN (I. Dec.)

Roots \$3.50, Plants \$1.75

The petals of this beautiful formed, buttercup shaped, is not possessed by any other dahlia we know of. Blooms are large and the color is a bright Golden at the center, shading lighter at the outer petals, the tips of which are suffused very lightly with a Bronze Rose Pink. Stems are good and blooms are very attractive.

SISKIYOU (Straight Cactus)

Roots \$1.50. No plants

This great dahlia needs no introduction, it has been a winner since first introduced and we doubt there is a dahlia grower who has never seen it. However it has very fine stems, huge blooms, very attractive and the color is Pink with a suggestion of Mauve.

STARLIGHT (Semi-Cactus)

Roots \$2.00, No plants

Pure unshaded Gold in color, fairly tall and robust plants, a profuse bloomer and good stems.

## TARRYTOWN (F. Dec.)

Roots \$7.50. Plants \$3.75

Its color is a deep Chrome, with Apricot and bronze tints. A huge bloom and of great depth. The stems are long and stiff and foliage very good. This dahlia should win on the Exhibition Table.

THE LEMONADE (I. Dec.)

Roots \$1.50, No plants

The color is a Pale Lemon Yellow, an exhibition flower in every sense, plant is a vigorous grower, good stem and a free flowering variety.

## WATCHUNG SUNRISE (F. Dec.)

Roots \$3.00, Plants \$1.50

The petals of this bloom are long and somewhat curled and twisted. color is a Golden Amber, with a Rose Pink showing on the reverse, each petal edged Rose Pink, making it a very attractive bloom. Blooms are of huge size, stems strong and erect.

## WATCHUNG WONDER (I .Dec.)

Roots \$7.50, Plants \$3.00

This is a very spectacular dahlia, a decorative that created a sensation in all the eastern shows and the winner of many prizes. Color is a Royal Red with a touch of Gold at center of bloom, with now and then a tiny petaloid of Gold to enhance its beauty. A very fine dahlia in every respect, one you should not overlook.

W. H. T. (F. Dec.)

Roots \$10.00. Plants \$5.00

A long stemmed flower of brilliant appearance in the garden and a perfect exhibition type. Petals regularly distributed and blooms are very deep. Color a Cerise—Rose with tints of Mauve on the reverse, the face however gives a solid color and it is a fine grower.

# EXTRA

## SPECIAL COLLECTION

of

## PLANTS

### COLLECTION #1—\$5.00

- 1 Plant Dr. John Carman
- 1   " Jane Cowl
- 1   " Kems Violet Wonder
- 1   " Minnie Eastman

### COLLECTION #2—\$10.00

- 1 Plant Amy Martin Gardin
- 1   " Mr. Alfred B. Seal
- 1   " May Dearborn Schwab
- 1   " Kems Violet Wonder

### COLLECTION # 3—\$20.00

- 1 Plant Jean Trimbee
- 1   " Monmouth Champion
- 1   " Amy Martin Gardin
- 1   " Mrs. Alfred B. Seal
- 1   " Watchung Wonder
- 1   " Minnie Eastman
- 1   " Cora Butterworth
- 1   " Mabel Douglass

THREE WONDERFUL COLLECTIONS at a very reasonable price.

The above prices are net, shipments are prepaid, and we guarantee delivery in good condition anywhere in the United States.

FOR FURTHER INFORMATION—Please refer to the item headed GREEN PLANTS—which will be found on another page in this catalogue.



## S E E D

For two years we have offered no seed but having had so many requests from our friends, we have concluded to list a limited amount of seed for 1931. This seed has been harvested only from the best Decorative and Semi-Cactus (Formerly Hybrid Cactus) types.

Mixed Seed	\$2.50 per 100
Named Parent	\$5.00 " 100

If you are interested in the named parents we will be please to send you a list of them upon request but we shall be obliged to limit you covering the named varieties.

## G R E E N P L A N T S

We recommend GREEN PLANTS and we have shipped them to all parts of the country including our extreme western cities such as Seattle, San Francisco and Los Angeles.

We as well guarantee their safe arrival any where in the United States, that they will reach you in good growing condition and during the past year in particular we have had many letters complimenting us on the condition in which they were received.

You will find green plants produce a more healthy bush than does a tuber and as a rule better and larger blooms.

Green plants should be planted six inches deep and if the plant is tall enough two inches additional would even be better.

Try one of our SPECIAL PLANT COLLECTIONS described on one of the other pages in this catalogue and we feel certain you will grow plants at one-half the price of roots in the future.

— I M P O R T A N T —

ROOTS—ARE WHAT WE FORMERLY  
TERMED TUBERS.

In order to place before you our new introductions as well as introductions of other growers which have appealed to those who have seen them in our field or at the various shows, it is a pleasure to send you this list of selected varieties which I consider includes most of the best Exhibition Dahlias nearly all of which won prizes in 1930.

We try to exercise the greatest care to have our stock true to name, healthy in every respect and to fulfill every obligation honestly.

You can feel that our guarantee is not limited in any manner whatever and it will be our policy to see that you are satisfied.

We never substitute without your permission in writing.

In the new introductions we are offering to you this year we feel they will make very good additions to your collection.

The confidence placed in us by our friends of former years surely merits our thanks and we hope you had a successful season in 1930.

H. R. CHAPMAN,  
ALLENDALE, N. J.

## SHIPMENTS

Unless ordered otherwise, roots will be shipped between April 15th and May 31st by parcel post or express. Plants between May 15th and June 15th. Stock ordered shipped before April 15th, we ship at the purchaser's risk of drying out, rotting or freezing.

## TERMS

Cash with order—Please. We prepay all shipping charges but do not insure as shipments are at your risk after delivery to the Post Office, Express or Freight Agent, unless you instruct us to insure shipment for which please enclose stamps to cover this charge.

*Abbreviations (For type of Dahlias in this catalogue)*

Straight Cactus (Formerly Cactus.)

Semi-Cactus (Formerly Hybrid Cactus.)

F. Dec. (Formerly Decorative.) Now Formal Decorative.

I. Dec. (Formerly Hybrid Decorative.) Now Informal Decorative.